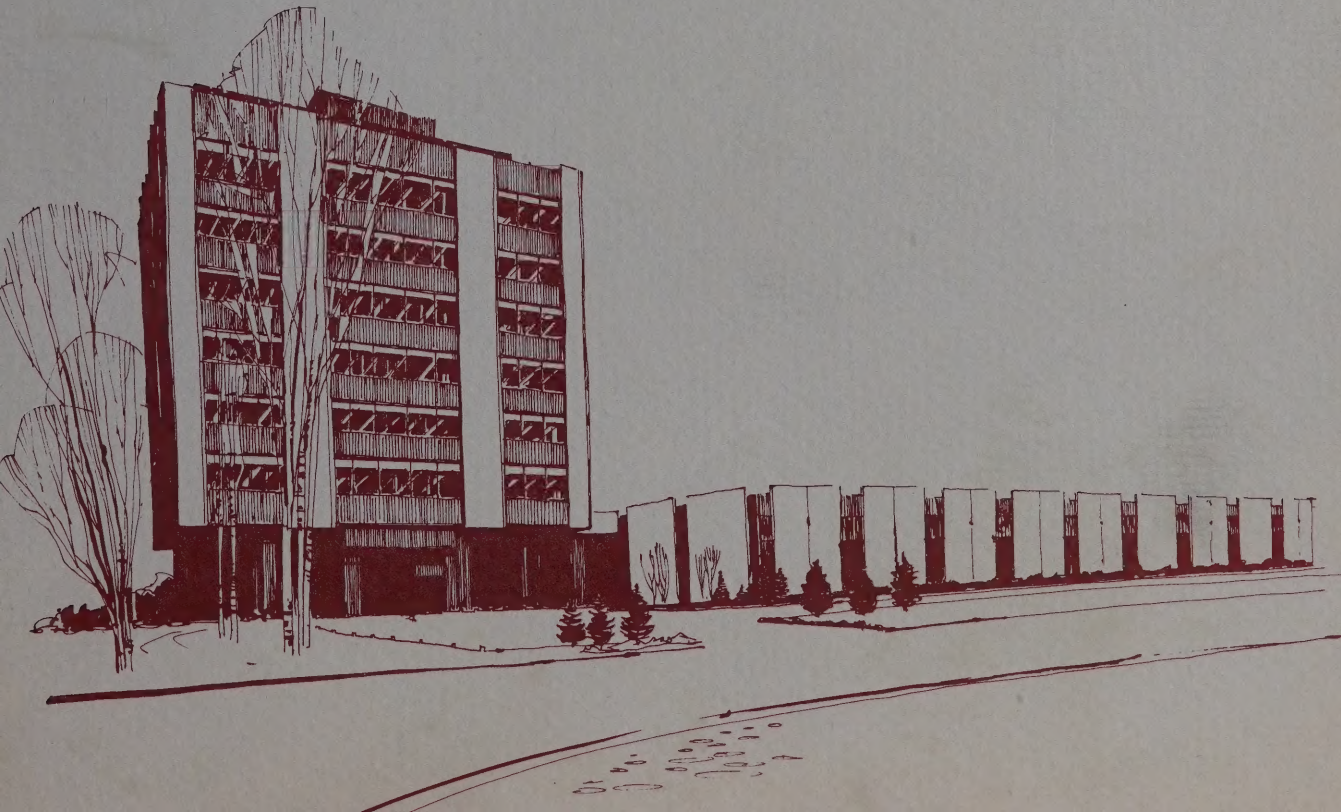


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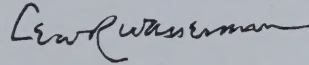


MCA CANADA

The opening of MCA Canada's new centre of Canadian entertainment is a reflection of our continuing policy of global diversification, with ever-increasing emphasis on local needs and human and technical resources.

MCA Canada's leadership is demonstrated in the decision to consolidate all Canadian operations in a central, modern location. Grouped together for the first time under one roof in one of Canada's first landscaped offices, are such diversified activities as motion pictures, television, records, sheet music, education and interior design.

Each division operates with a high degree of autonomy, both in relation to the world-wide MCA operation, and within the MCA Canada group. This formula has proven to be successful not only from a nationalistic standpoint but also in terms of corporate success in the independent, highly competitive business and social environment which is, and always will be, Canada.



LEW R. WASSERMAN
President and Chief Executive Officer



TELEVISION



One of the most important and ever-developing operations in the vast MCA complex is the production of television programming. The continued and increasing popularity of this form of MCA-produced entertainment is immediately apparent in the volume of programmes placed by the U.S. networks in the 1969-70 season.

Many of the major production houses in the United States are satisfied if they see two or three of their programmes featured in the network schedules. In the past season, MCA had thirteen — representing a total of ten hours of prime time telecasting.

Included in these were some productions which immediately became household favorites — *Ironside*, *Name Of The Game*, *Marcus Welby, M.D.*, *The Virginian* and *The Bold Ones*. *Marcus Welby, M.D.*, added to MCA laurels by winning first place in the 27th annual Golden Globe Awards as "Best TV Drama Show" of the year.

Two other top-rated shows, *Family Affair* and *To Rome with Love*, are distributed throughout the world by MCA-TV. Eight of these programmes are seen weekly over the two Canadian networks, CBC and CTV.

It is difficult to comprehend the vastness and total technical and artistic capabilities of MCA-TV's Hollywood studios. They include 450 acres of location sites, sound stages, editing, cutting, music score and executive areas, all with one purpose — to meet the entertainment needs of the world.

In addition to the staggering output of weekly television series, there is a regular flow from MCA-TV of "World Premieres", full length movies made exclusively for television, and endowed with all the classic and costly production features for which Universal has long been recognized.

MCA-TV makes an important contribution to the leisure hours of Canadians across the country. The distribution of programming in English is augmented by the color processing, printing and sale of French-language productions in Quebec.

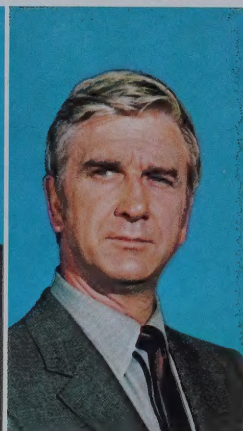
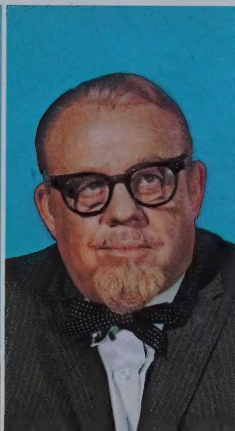
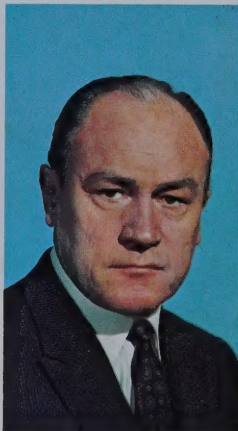
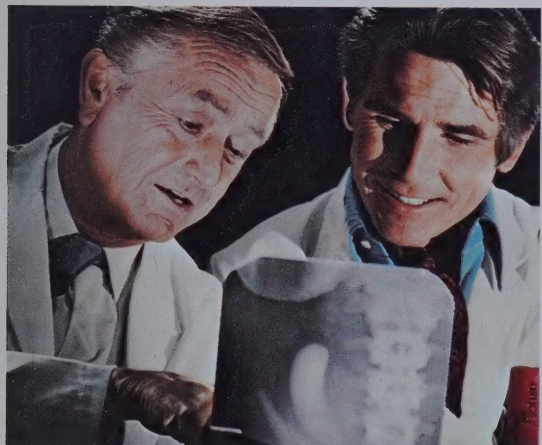
In the past, MCA-TV has joined with the Canadian Broadcasting Corporation in producing a series of specials entitled "Wayne and Shuster Take An Affectionate Look At . . .", an amusing and nostalgic scrutiny of the world's greatest comedians. It is expected that this will prove to be but the first of many co-productions in which MCA Canada will engage with Canadian networks and production groups.

John McIntire, James Drury and Doug McClure, co-stars of "The Virginian"

Raymond Burr, star of "Ironside", with Don Galloway, Barbara Anderson and Don Mitchell

(Left) Robert Young, star of "Marcus Welby, M.D.", with James Brolin (Lower Left) Robert Stack, Gene Barry and Tony Franciosa, co-stars of "The Name Of The Game" (Centre) Kent McCord and Marty Milner, co-stars of "Adam 12"

(Right) Jack Webb, star of "Dragnet", with co-star Harry Morgan (Centre Right) Robert Wagner and Fred Astaire, co-stars of "It Takes a Thief" (Lower Right) E. G. Marshall, Burl Ives and Leslie Nielsen, co-stars of "The Bold Ones"





MOTION PICTURES

Universal City Studios, home of Universal Pictures since 1915. Today, the largest motion picture production centre in the world. Where entertainment is planned and created to fill people's increasingly important leisure time, for today and for the future.

A motion picture is more than just a star, a director, a producer or a story. Much more. It is an idea — a marketable idea — and the story is often just a starting point.

Universal takes stories the public frequently already knows, stories with real significance in the context of today's world, and translates them into motion pictures. Man's imagination is cast, dressed and filmed — for the world to see.

Universal Pictures have been on the screens of the world for more than half a century, providing entertainment and, more important, setting the pace and influencing and reflecting the way of life it is our privilege to enjoy.

The present Universal scene includes two highly successful box office attractions, *Airport* and *Anne Of The Thousand Days*.

A Ross Hunter production, *Airport* is based on Arthur Hailey's best selling novel. The all-star cast includes Burt Lancaster and Dean Martin. This exciting suspense drama of a large metropolitan airport was written for the screen and directed by George Seaton, and filmed in Technicolor.

Anne Of The Thousand Days, a Hal Wallis production, stars Richard Burton as Henry VIII and Canadian actress Genevieve Bujold as Anne Boleyn. Filmed in Technicolor on location in England, this outstanding motion picture was chosen for the 1970 Royal Command Film Performance attended by Her Majesty, Queen Elizabeth II.

Soon to be released are *Two Mules For Sister Sara*, an adventure set in Mexico in the 1870s, starring Clint Eastwood and Shirley MacLaine, and a wild, contemporary comedy adventure, *They Might Be Giants*. This latter film stars Joanne Woodward and George C. Scott, and was produced by Paul Newman.

Of special interest to Canadians will be a new film produced and directed by Paul Almond, entitled *An Act Of The Heart*. This contemporary romantic drama was filmed entirely in Quebec and financed through the Canadian Film Development Corporation and Universal Films of Canada Ltd. Stars are Genevieve Bujold and Donald Sutherland.

The release schedule for 1970 calls for a total of 22 films, and the 1971 schedule is expected to be equally exciting.

Richard Burton and Genevieve Bujold, co-stars of "Anne Of The Thousand Days"

Dean Martin and Burt Lancaster, co-stars of "Airport"

Shirley Maclaine and Clint Eastwood, co-stars of "Two Mules for Sister Sara"



RECORDS AND MUSIC



The Compo Company Limited, most recent addition to the MCA Canada corporate family, is the largest Canadian firm directly involved in the phonograph industry. Plants are located in Lachine, P.Q. and Cornwall, Ont.

Through its new main office in Toronto, its associated company, Apex Records Limited, and independent distributors in all major markets, Compo operates one of the most comprehensive record distribution and promotion chains in the country.

Many records launched in Canada by Compo have become international hits. While past emphasis has been in the non-contemporary field, Compo is determined to win

increased acceptance for Canadian pop artists, both on the domestic scene and internationally.

1969 popular music successes included Neil Diamond's "Holly Holy" and "Sweet Caroline", The Who, with "Pinball Wizard", and Rick Nelson's "She Belongs To Me".

Compo records and pre-recorded tapes include such MCA labels as Decca, Coral, Brunswick, Kapp, Uni, Congress and Shamley. The firm is also licensee for a number of other U.S. labels such as United Artists, Scepter/Wand, Musicor, Diamond, White Whale and Crescendo.

Compo labels featuring Canadian artists include Apex, Apex-Francais, Lero, Point and Carnival. The Apex labels date back to 1922, and many well known Canadians made their debut via these labels. One was Don Messer, who has sold more records in Canada than any other Canadian artist.

Compo is also involved in the custom pressing of records for companies without factories in Canada. Compo has always been active in this field, and sales have grown rapidly during the past seven years.

Almost every label in Canada has passed through the company's presses at least once. Customers include London, Capitol, Warner's-Reprise, Polydor, Disneyland and many others.

Custom pressings are also supplied for the French-Canadian market, on behalf of such major Quebec-based firms as Trans-Canada Records and Disques Barclay Ltee.

Compo plants operate 78 presses, with an output potential of 50,000 12 inch LPs and 50,000 45 rpm records per day.

The company has its own tape duplicating division, soon to be expanded. This division pioneered the use of the Gauss ultra-high speed magnetic duplicating system in Canada.

The Compo and Apex organizations and distributors employ more than 500 Canadians.

1970 is expected to be the most exciting year in the company's history, in terms of business and technical progress, and also because production capacity will be boosted 50 per cent following a large expansion of the Cornwall plant.

Leeds Music (Canada) Limited is the publishing arm of MCA. Established in 1960, it has rapidly earned an enviable reputation in this field.

Leeds Music was established to find and develop Can-

adian writing talent and to distribute and promote their works internationally. The list of "serious" works published is impressive. It includes works for symphony orchestra, concert band, piano, voice and choirs, by many of the country's leading composers.

The company is also involved in publishing educational music. The potential market in this field both in Canada and the United States is enormous. The Leeds distribution network in Canada, and through its parent company in the U.S.A., affords an excellent opportunity for Canadian composers.

The popular music department follows a similar corporate philosophy with regard to finding and developing pop composers. Opportunities for recording Canadian talent and pop songs have been limited due to the difficulties of exposure in this country. Nevertheless, Leeds already has a list of more than 200 pop songs to its credit and most of these have been recorded. A number have also been released in the U.S.A.

Recent developments in the broadcasting industry should provide a promising future for Canadian talent and Leeds Music will be in the vanguard.

As the publishing arm of MCA, Leeds Music administers the Canadian rights of the hundreds of musical compositions belonging to the many companies which make-up the MCA family of music publishers. This includes the promotion and distribution of printed publications.

In addition to many of the world's best known popular songs and film scores, these catalogues contain modern symphonic masterpieces, instrumental solos, chamber music and educational music in all categories.

Like most Canadian music publishers, Leeds Music represents and distributes on behalf of a number of foreign companies.

Some of the great European publishing houses included in their list of agencies are: B. Schott's Sohne (Germany/England), Ernst Eulenburg Ltd. (England), G. Ricordi & C. (Italy and affiliates throughout the world), Edizioni Suvini Zerboni (Italy), Wilhelm Hansen Musik-Forlag (Denmark), J.&W. Chester Limited (England), Faber Music Limited (England). U.S. companies represented include, Franco Colombo Inc., Lawson-Gould Music Publishers, Mel Bay Publications Inc.

UNIVERSAL/16 AND UEVA



Two MCA Canada divisions which, behind the scenes, play an increasingly important role in their uniquely Canadian environment are Universal/16 and Universal Education and Visual Arts (otherwise known as UEVA).

Universal/16, as a leader in the field of 16mm non-theatrical film distribution, provides feature film entertainment for a wide variety of groups who would otherwise be unable to enjoy the benefits of the world's latest motion pictures. Its two subsidiary divisions are Cinema 16 and Kinetic Art.

Universal/16 provides films for Armed Service Units, reform institutions, educational institutions, youth and church groups, hospitals and senior citizens' residences, community centres in isolated areas and resorts and summer camps.

Five regional distribution centres are strategically located across Canada, servicing 2,000 regular customers from a library of 5,000 film prints.

An extensive new catalogue is published annually, covering the latest releases, as well as classics from the past.

Universal/16 has available the most comprehensive range of early film classics available in Canada, from W. C. Fields, Mae West and the Marx Brothers, through pictures made by such pioneer directors as Lubitsch, Wilder and Hitchcock, to an expanding library of foreign films.

The Cinema 16 library is an essential teaching aid to the many new film production courses in universities, colleges and high schools, as well as providing a source of material for film societies.

The Kinetic Art division provides campuses and film societies with a selection of vital, contemporary short films from the world's most exciting new directors and writers.

MCA Canada's UEVA division, established in 1968, is Canada's leading producer and distributor of educational

16mm motion pictures and multi-media materials. Its corporate objective is to encourage Canadian producers of audio-visual material in an effort to improve the quantity and quality of curriculum-oriented material with a "Made in Canada" label.

From a national network of sales offices and preview libraries UEVA meets the demands of schools, community colleges, universities and libraries. The company distributes educational film in 12 different subject areas, and produces about 140 new films a year.

Subjects covered include social studies, language arts, fine arts, vocational education, science and mathematics. All grade levels are included, from pre-school through college.

UEVA's progress has included the acquisition of the total output of Simon Fraser University's audio-visual

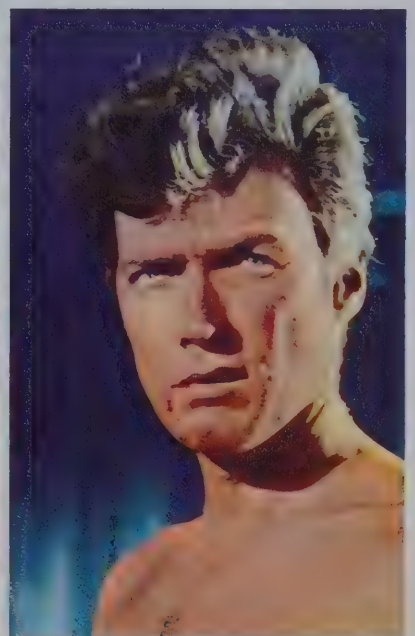
laboratory, and the pioneering, with the Ottawa School Board, of the revolutionary IRTV (Instant Retrieval) system. Arrangements are currently being finalized to distribute the videotape production of several provincial ETV systems, and negotiations are taking place with several Canadian film producers for distribution rights to a number of new series, representing a production investment of more than a million dollars.

UEVA Canada also currently produces and distributes EDGE (Early Development and Growth Experiences). This is a systems approach to learning that combines carefully selected teaching materials and techniques in order to build growth in language skills, active sight vocabulary, word attack skills, numerical skills and problem solving ability. EDGE is designed for pre-school children, aged from three to seven.

Robert Redford, Robert Blake and Katherine Ross, co-stars of "Tell Them Willie Boy Is Here"



Clint Eastwood, star of "Coogan's Bluff"



OFFICE PLANNING

The spacious, open plan interior of the MCA Canada offices is an effective reminder of the capability and leadership of MCA Canada's Areatronics Systems.

Areatronics Systems in Canada is engaged in office planning, and a pioneer of the office landscaping concept which has been applied with such striking results throughout the three floors occupied by MCA.

Before the decision was made to go with landscaping, an exhaustive evaluation of the concept from the standpoints of human engineering, circulation, acoustics, aesthetic appointments and many other aspects was made by Areatronics Systems designers.

Once this research was completed, plans for the new office were formulated, and a mock-up of a large area was constructed at Universal City, California. This latter strategy



is believed to be a "first", anywhere in the world.

The result was the original design development of functional, open space organization, created by unique acoustical elements and exalted by imaginative use of plants and colors. It also includes a unique concept in electrical and telephone distribution, and a highly compatible acoustic system.

The designers of Areatronics Systems feel experience gained with the mock-up, and real life installations elsewhere, will prove invaluable in meeting the needs of other Canadian companies. Potential customers include developers, architects, designers, industrial and commercial companies and all sections of government.

Areatronics Systems designers concede that fixed partitions still have their place. However, where the prospects

of periodic changes exist, they claim landscaping can result in substantial savings, as well as significant intangible benefits in terms of employee attitudes and morale. In fact, one major company recently recorded a 15 per cent increase in employee productivity following a move to an open plan office.

In cases where landscaping proves to be slightly more expensive than the conventional layout, the designers say the first minimal alteration to the fixed layout can completely erase any original savings.

In Canada, and in the United States, MCA has become a leader in the office planning field. Areatronics Systems is a name which will figure prominently throughout the North American continent, wherever new offices are built, or existing buildings are renovated.



